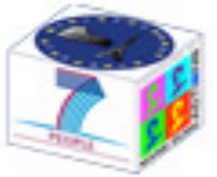
European/International Joint PhD in Social Representations and Communication International Summer School 2015



European Commission REA-Research Executive Agency
FP7 - PEOPLE Initial Training Networks
So.Re.Com. Joint-IDP
(PITN-GA-2013-607279)

Funded by the European Union

Mapping the impact and dissemination of the social representation theory across different geo-cultural contexts around the world: from Europe towards other continents

at the European/International Joint PhD in Social Representations & Communication
Research Center and Multimedia LAB

18th - 25th July 2015

SAPIENZA
UNIVERSITÀ DI ROMA

coneri
Conny Ericsson Försäljning AB

At an early stage we learned…

- Signs
- Text
- Art
- Sound
- The strength and power of repeating

…trying to overbridge time and distans

Conny Ericsson

conny.ericsson@gmail.com

Research project

Orchestrating Data, Design, and Narrative: Information Visualization for Sense- and Decision-Making in Online Learning

Charles Miller, Lucas Lecheler, Bradford Hosack, Aaron Doering and Simon Hooper (2012). *International Journal of Cyber Behavior, Psychology and Learning (pp. 1-15).*
www.irma-international.org/article/orchestrating-data-design-narrative/67339/

Effects of Mobile Devices and Text Messages: A Multi-Study Design to Explore a Model for Mobile Learning in Introductory Journalism

Ronald A. Yaros (2012). *International Journal of Cyber Behavior, Psychology and Learning (pp. 59-72).*
www.irma-international.org/article/effects-mobile-devices-text-messages/70090/

Toward an Integrated Conceptual Framework of Research in Teen Online Communication

Robert Z. Zheng, Jason J. Burrow-Sanchez, Stephanie Donnelly, Megan E. Call and Clifford J. Drew (2010). *Adolescent Online Social Communication and Behavior: Relationship Formation on the Internet (pp. 1-13).*
www.irma-international.org/chapter/toward-integrated-conceptual-framework-research/39287/

Collaborative Information Behavior: Exploring Collaboration and Coordination during Information Seeking and Retrieval Activities

Madhu C. Reddy, Bernard J. Jansen and Patricia R. Spence (2010). *Collaborative Information Behavior: User Engagement and Communication Sharing (pp. 73-88).*
www.irma-international.org/chapter/collaborative-information-behavior/44482/

Abstract Service for Cyber Physical Service Composition

Yajing Zhao, Jing Dong, Jian Huang, Yansheng Zhang, I-Ling Yen and Farokh Bastani (2014). *Cyber Behavior: Concepts, Methodologies, Tools, and Applications (pp. 2056-2076).*
www.irma-international.org/chapter/abstract-service-for-cyber-physical-service-composition/107832/

Technical improvments

- Smoke
- Sound
- Writing
- The art of printing
- Telegraph
- Telephone
- Recorders
- E-mail

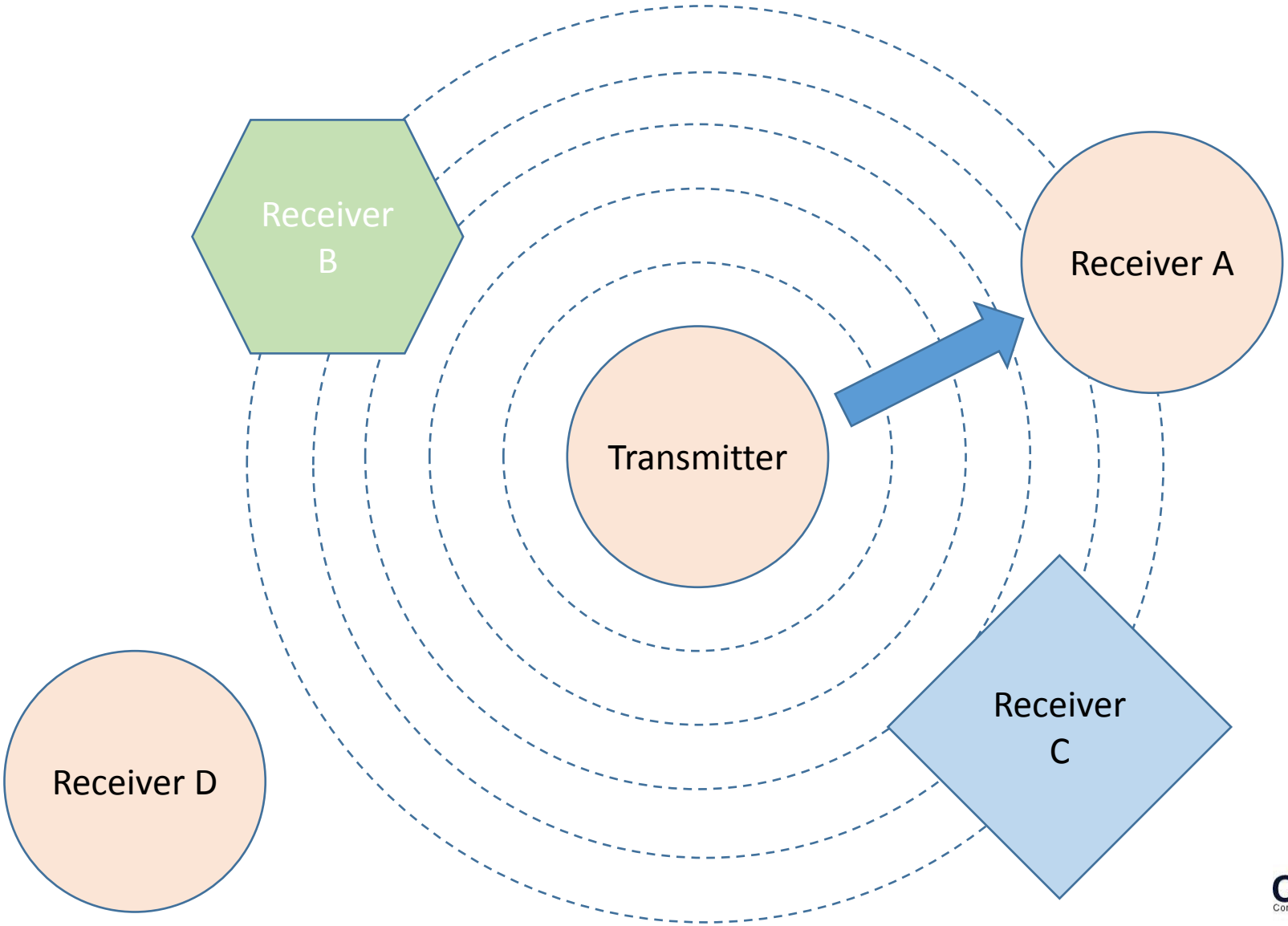
coneri
Conny Ericsson Försäljning AB

Based on IT and applications

- Webb
- Streaming (Video/audio)
- Collaborative tools
- Facebook (community)
- Twitter (community)
- Instagram (community)
- Mess
  - Text/audio
  - Whatsup (quick mess/community)
  - SnapShot (quick mess/community)

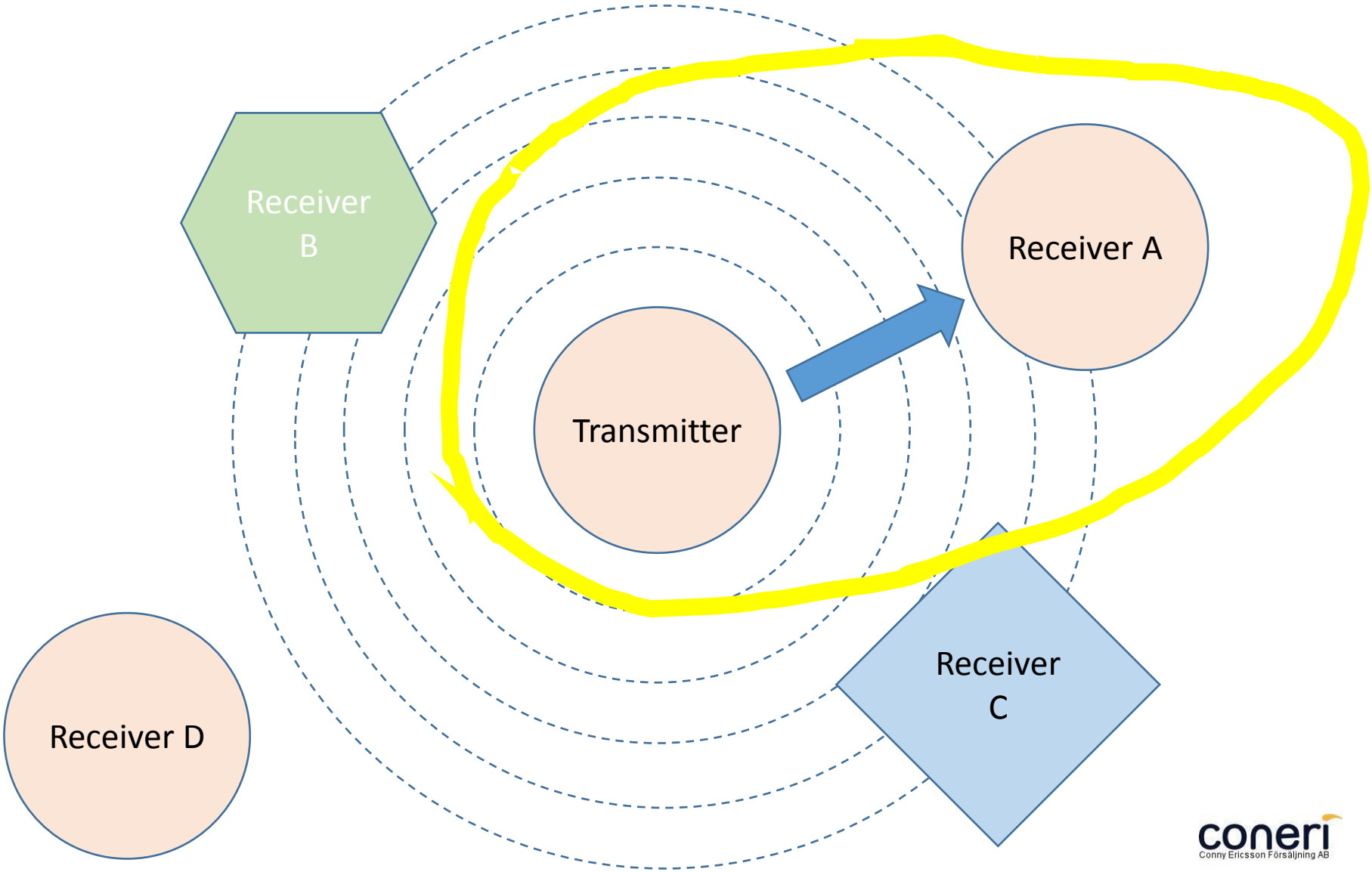
coneri
Conny Ericsson Försäljning AB

Quick briefing on communication



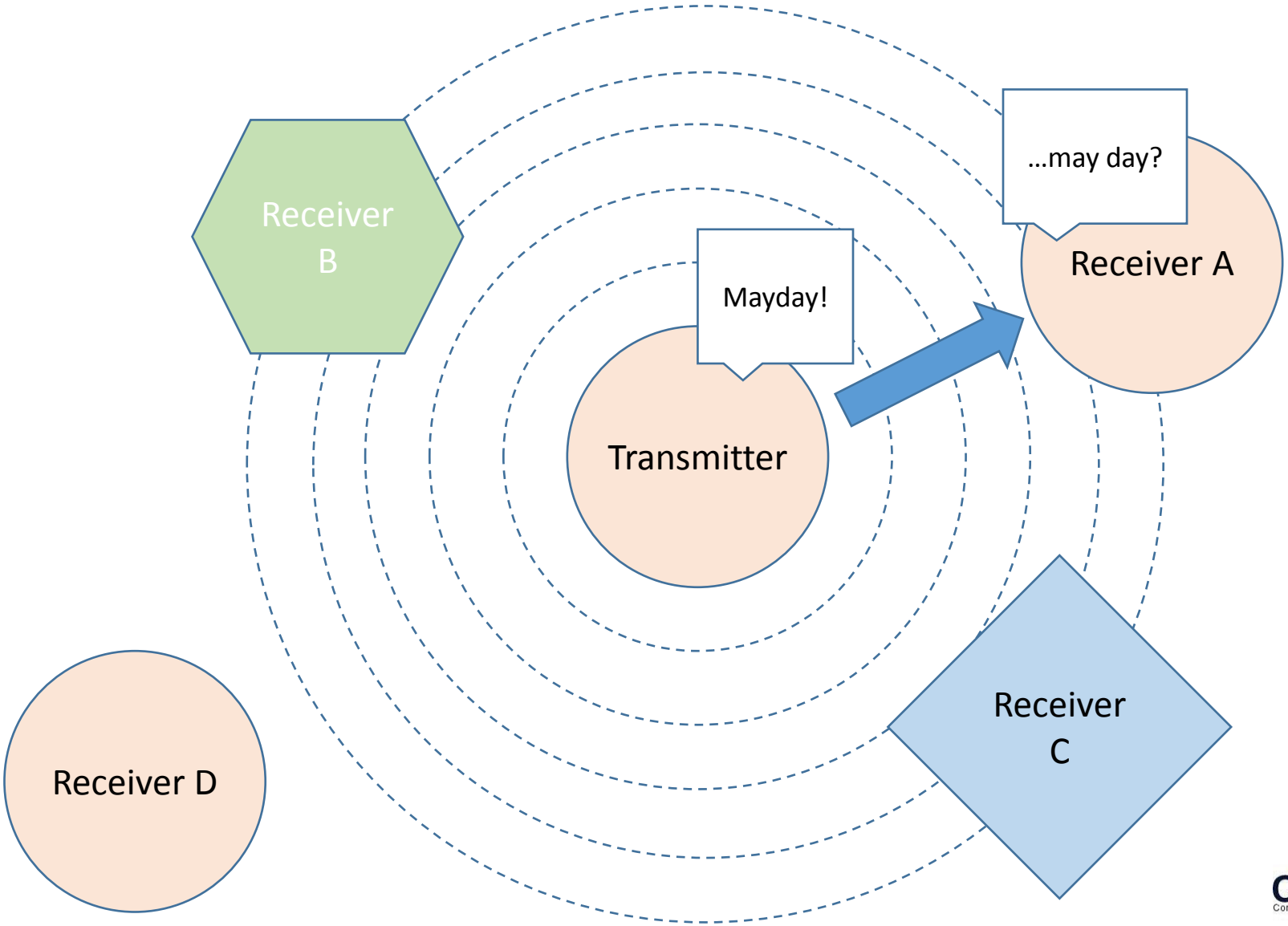
coneri
Conny Ericsson Försäljning AB

Quick briefing on communication



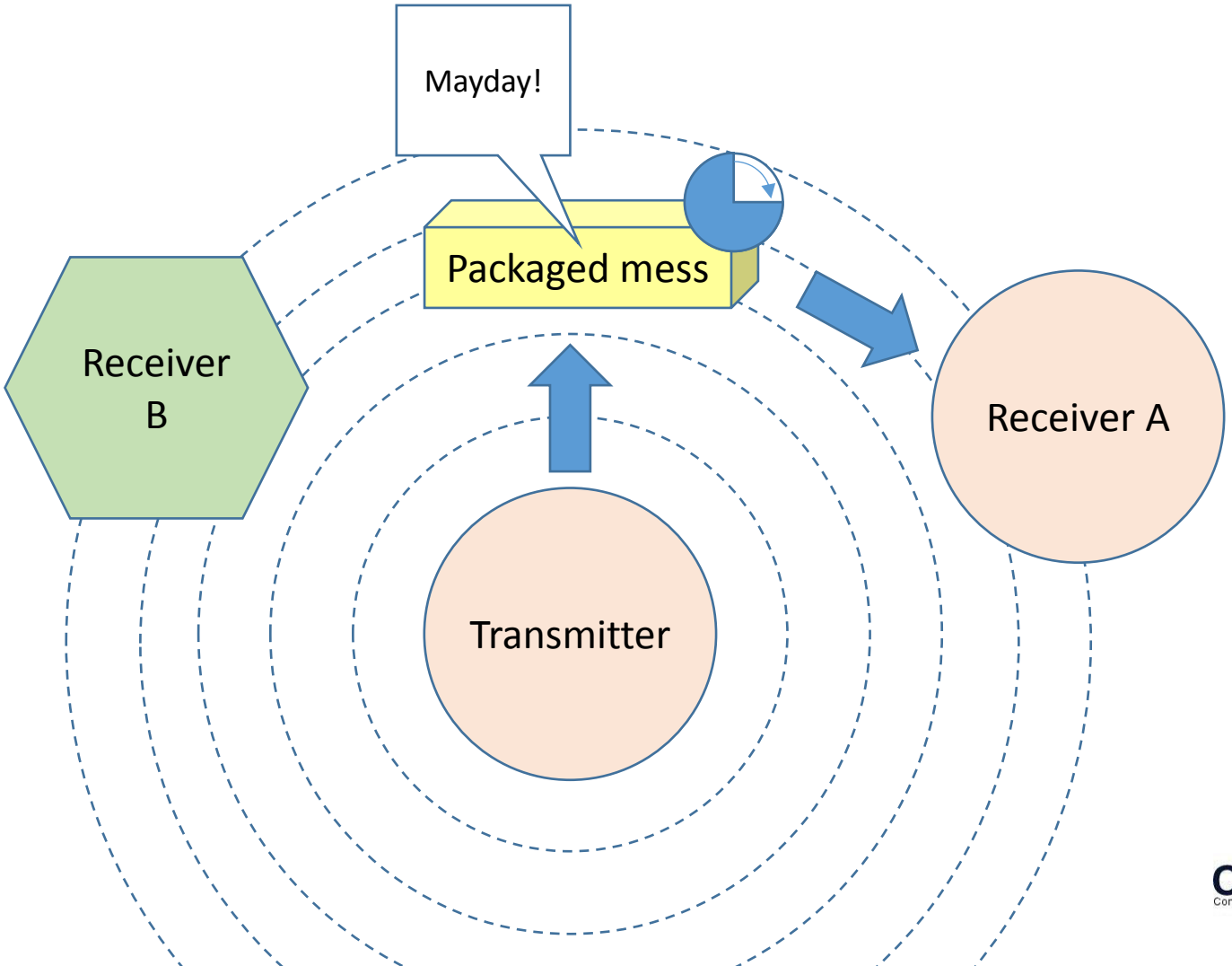
coneri
Conny Ericsson Försäljning AB

Quick briefing on communication



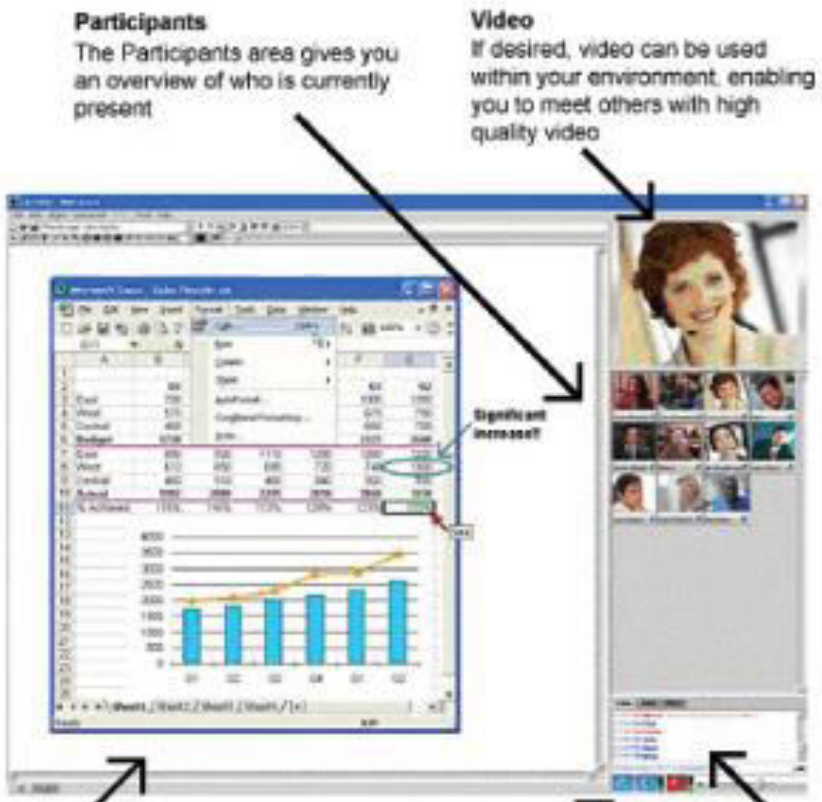
coneri
Conny Ericsson Försäljning AB

Quick briefing on communication



coneri
Conny Ericsson Försäljning AB

Collaborative - Videoconferencing



coneri
Conny Ericsson Försäljning AB

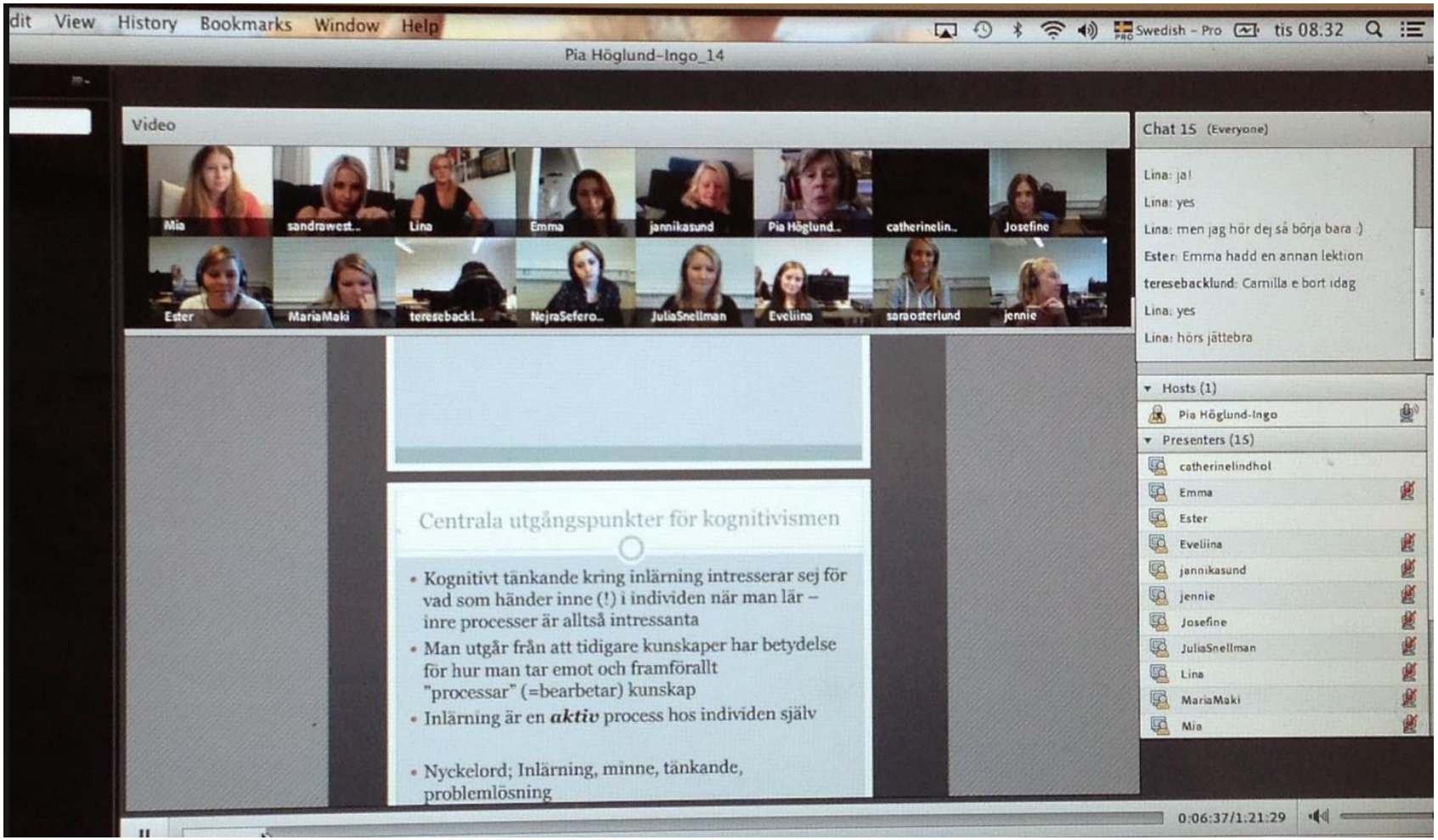
Hight end - Video conferencing

coneri
Conny Ericsson Försäljning AB

Traditionell videoconferencing

coneri
Conny Ericsson Försäljning AB

Desktop applications



coneri
Conny Ericsson Försäljning AB

skype Microsoft

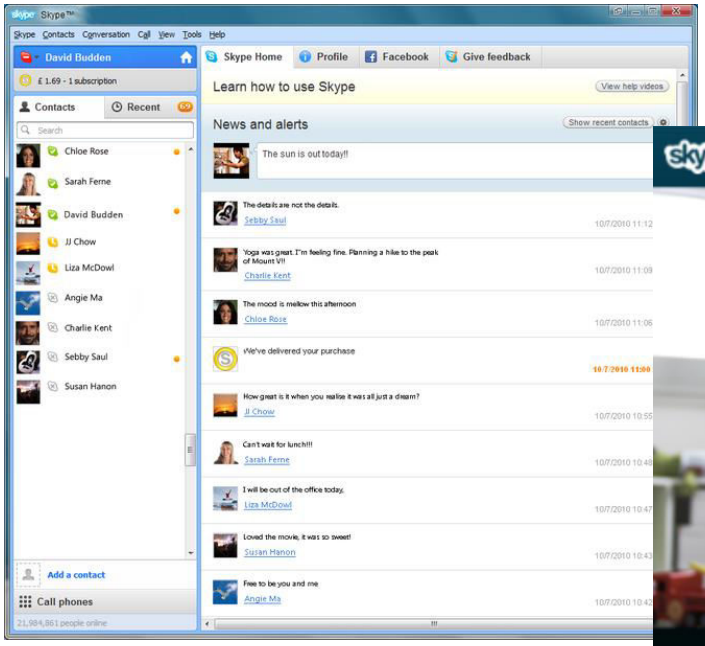
netviewer

Vidyo Personal Telepresence

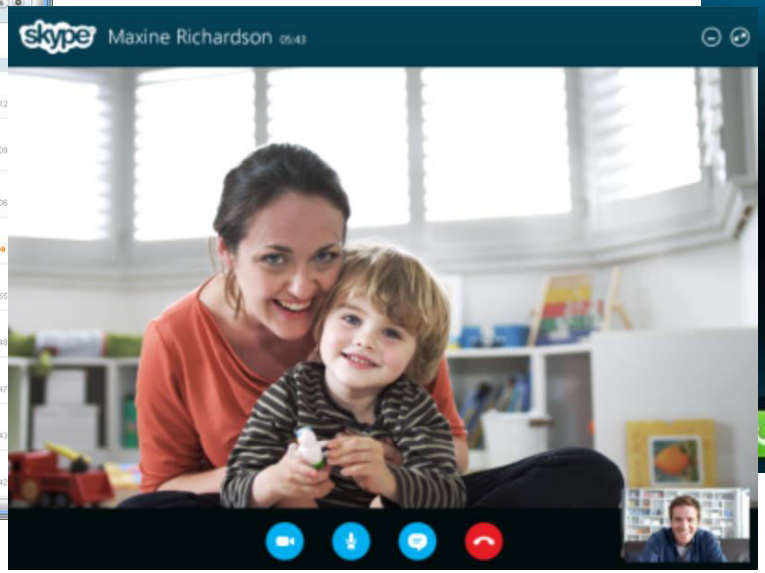
TeamViewer

Google talk

mikogo



Friends and business



Audio, video, message, applikationsharing, multi plattform

coneri
Conny Ericsson Försäljning AB

What to shoose?

- Participants
- Content
- Technical environment
- Technical maturity

”- We don’t need to use the technology just because we have it!”

coneri
Conny Ericsson Försäljning AB

RAT (Relations Awareness Theory)

- Saint Bernard/Cane di San Bernardo
- Owl/Gufo
- Lion/Leoni

coneri
Conny Ericsson Försäljning AB

Some good reading!

- The Human element

	Gillar	Ogillar	Styrkor	Svagheter
Pästridig direkt (Lejon)	Konkurrera Få saker gjorda Tävla och vinna	Osäkerhet Obeslutsamhet Seghet	Ambitiös Kämparvilja Självsäker Pådrivande	Rastlös Tävlingslust Otålig Dominerande
Osjälviskt vårdande (St Bernhard)	Hjälpa Vara med andra Ge omvårdnad	Självupptagenhet Konkurrens Konflikter	Varm Hjälpsam Lyssnande Omhänder-tagande	Överbeskyddande Beroende Osjälvständig Långsam
Analytiskt självständig (Uggla)	Självständighet Listighet Logik Analysera	Dumhet Osjälvständighet Otålighet Eftergivenhet	Säkerhet Kreativitet Självständighet Analytisk	Världsfrånvänd Orealistisk Kylig Manipulerande

coneri
Conny Ericsson Försäljning AB